

**SERVICESCAPE FACTORS AFFECTING LEVEL
OF CUSTOMER SATISFACTION TOWARD
MELAKA SENTRAL SDN BHD (MSSB)**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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UNIVERSITI TEKNOLOGI MARA
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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: Aini Tasnim Binti Mohamad

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LETTER OF SUBMISSION

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The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "SERVICESCAPE FACTORS AFFECTING LEVEL OF CUSTOMER SATISFACTION TOWARDS MELAKA SENTRAL SDN BHD (MSSB)" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



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ABSTRACT

The intensely competitive environment makes it vital for the firms achieve customer satisfaction in order to survive in the long term. This research study review on “Servicescape Factors Affecting Level of Customer Satisfaction toward Melaka Sentral Sdn Bhd (MSSB)”. The purpose of this study is to know level of customer satisfaction. There are four elements of servicescape which are location, physical facility, ambient condition and interpersonal factors will influence level of customer satisfaction. For the purpose of this research, the descriptive research was used, 30 questionnaires were distributed to tenants at Melaka Sentral by using probability Sampling Technique. Questionnaires were distributed as the survey instrument as the source of primary data. The Statistical Package for the Social Science (SPSS) version 12.0 has been used to summarize the data. Data analysis and interpretation are using frequency distribution, descriptive statistical and Pearson Correlation. The result indicate that level of satisfaction of elements of servicescape among tenants toward MSSB achieve satisfaction level and need to be improve in order to achieve a high level of customer satisfaction. MSSB need to improve the physical facility, ambient condition and interpersonal factors to make their customer highly satisfied with service provided by MSSB. Elements of servicescape have a significance and positive relationship with customer satisfaction toward Melaka Sentral Sdn Bhd (MSSB).